

CITY OF LONG BEACH

REPORT TO THE COMMUNITY



ACCOMPLISHMENTS: **October 1, 2003 – September 30, 2004**



Welcome

In 1998, Long Beach residents joined with City staff to create a vision and plan to guide our city to 2010. Following a survey, many community meetings, and two years of work, this living roadmap, the *Long Beach Strategic Plan 2010*, was approved by the City Council.

City of Long Beach, Report to the Community 2004 is the City's annual Strategic Plan 2010 "Report Card." It shows our progress during the past fiscal year towards accomplishing the goals of the Strategic Plan 2010. Goals and accomplishments are grouped within one of the six Strategic Plan 2010 initiatives: Neighborhood Development, Community Safety, Education and Youth, Business Growth and Workforce Development, Environment and Network Technology. Significant accomplishments, not specific to the Strategic Plan, are also included.

We hope you will find this document an informative and useful tool in understanding how your Long Beach City departments work together to serve you.

THE CITY'S BUSINESS IS SERVICE

We are committed to providing quality service to our diverse community in ways that are helpful, caring and responsive.

WORKING TOGETHER TO SERVE

We believe that the success of our organization depends on the teamwork, mutual trust and honesty achieved through commitment to the following values:

- Participation by citizens and City team members in setting and attaining the City's goals.
- Loyalty to our community, to this organization and to each team member.
- Communication with one another and with citizens.
- Innovation in meeting the present and future needs of the City.
- Courtesy in all personal and professional relations.
- Responsibility as a team for efficient and effective delivery of services.
- Integrity in everything we do.
- Pride in our work, in our dedication to public service and in being the best we can be.

Your City's senior management team. >
Clockwise from lower right,
Gerald Miller, City Manager;
Christine Shippey, Assistant City Manager;
Suzanne Mason, Deputy City Manager; and
Reginald Harrison, Deputy City Manager.





MESSAGE FROM THE CITY MANAGER

◀ Gerald R. "Jerry" Miller
City Manager

Dear Community Member,

I am pleased to present the *Report to the Community 2004*, which summarizes the many outstanding accomplishments of the City of Long Beach over the past 12 months.

Although the past year has brought the City numerous challenges, including our ongoing effort to eliminate the structural deficit in our General Fund budget, our core municipal services continue to be provided in effective and responsive ways. Credit for these accomplishments starts at the top through the dedicated leadership of the Mayor and City Councilmembers. In addition, however, I commend the efforts of our managers and staff who work as a team to ensure that the citizens of Long Beach receive the very best services we can provide with the resources we have available.

This is a time of challenge and a time of opportunity. Nearly at the halfway point of the City's Three-Year Financial Strategic Plan, we can see the time in the not so distant future when the City will regain its sound financial footing and be in a better position to provide even more effective services to our community. But we still have much work to do.

I hope that you will enjoy reviewing this *Report*, which reflects our commitment to the Strategic Plan 2010, and that you will share it with your family, friends and neighbors.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gerald R. Miller'.

Gerald R. Miller
City Manager

*Working families are right >
at home at the new
Grisham Neighborhood
Apartment Complex in
North Long Beach.*

Neighborhood Development

STRATEGIC PLAN 2010

Establish a citywide network of community centers.

Develop and implement strategies to increase utilization and shared use of public facilities.

Develop and implement neighborhood identity initiatives.

Invest in neighborhood leadership development.

WHAT WE'VE DONE

- Received \$6.5 million in State Library Bond Act funding for a new 16,000-square foot MacArthur Park Branch Library in central Long Beach, which is scheduled to open in 2006.
- The Miller Family Health Education Center opened in March to provide a vital learning environment dedicated to promoting a healthy city through education, leadership development and collaboration with our diverse community.
- The new downtown Cesar Chavez Elementary School, built with \$577,000 in assistance from the City through grant funds, opened and includes joint use multi-purpose facilities, a gym and parkland during school, after school and on weekends.
- Historic street signs were installed in several of the city's historic districts with monies from the Metropolitan Transportation Authority and matching funds from the individual neighborhood groups.
- Twenty-two individuals, representing the rich diversity of our community, graduated from the Neighborhood Leadership Program. A total of 250 neighborhood leaders have graduated, many of whom assumed important leadership roles in their community.





STRATEGIC PLAN 2010

Improve and expand efforts to upgrade or replace substandard housing, and provide home ownership and rental opportunities for people with special needs.

Increase opportunities for residents to influence decisions that affect them.

Improve neighborhood infrastructure.

WHAT WE'VE DONE

- The \$22 million renovated Grisham Community Housing Complex, which includes 96 apartment units, a childcare center, a community center and open space, opened in September in North Long Beach providing affordable rents to low- and very low-income working families.
- The City developed the Housing Action Plan, allocating affordable housing funds for the next five years between ownership and rental programs that benefit very low-, low- and moderate-income residents.
- The public had over 60 opportunities to comment on the 2005 budget.
- The I-710 Oversight Committee held over 20 community meetings to draft a revised locally preferred strategy to preserve homes and address air quality concerns of impacted communities.
- Initiated a pilot alley improvement program to begin addressing the city's aging alley infrastructure.
- Completed condition assessments of 130 City facilities, which will be used as a planning tool for future capital infrastructure investment.



Neighborhood Development

STRATEGIC PLAN 2010

Improve neighborhood infrastructure.

Establish a new dedicated source of revenue for the arts.

Address needs of individuals with disabilities.

Improve the quantity and quality of parklands, beaches and recreational facilities.

Develop a plan to address the needs of the elderly.

WHAT WE'VE DONE

- Residents' concerns were a priority as 15,000 sidewalk repairs were made, 25,000 potholes were filled and 18,000 trees were trimmed.

- Representatives of the diverse Long Beach arts community completed a Community Arts Funding Strategy, designed to sustain and enhance our city's rich, creative arts.

- With help from a California State Library grant, an award-winning Information Center for People with Disabilities was opened at the Main Library, featuring unique technologies to assist people with disabilities.

- Continued capital improvements ensured that City facilities, bus stops and curb ramps were made accessible as part of the Americans With Disabilities Act Transition Plan.

- Skylinks Golf Course received a \$6 million renovation to make it one of California's premier municipal courses.

- Parks, Recreation and Marine completed six mini-parks and opened the Houghton Park Skate and BMX Park, the newly renovated and expanded El Dorado Senior Center and the Jack Dunster Marine Biological Reserve.

- A community task force was created to propose a Long Beach Strategic Plan for Older Adults, which will be focused on safety, transportation, housing, health and quality of life issues for our growing senior population.

What You Can Do

- > Organize an active neighborhood association or attend meetings.
- > Arrange for someone from the Speakers' Bureau to talk to your community group.
- > Volunteer in your neighborhood.
- > Call for special refuse pickup.
- > Report graffiti.
- > Get to know your neighbors.

Resources

- > Neighborhood Resource Center
562-570-1010
- > Speakers' Bureau
www.longbeach.gov/citymanager
- > Community Code Enforcement
562-570-6842
- > Human Dignity Program
562-570-6948
- > Special Refuse Pickup
562-570-2876
- > Graffiti Abatement Hotline
562-570-2773
- > Neighborhood Nuisance Abatement
562-570-5097

Community Safety

STRATEGIC PLAN 2010

Maintain the highest possible number of officers on uniform patrol.

Increase prospective factors and reduce risk factors for youth who are in peril of gang involvement and juvenile crime.

Maintain strong emergency preparedness.

WHAT WE'VE DONE

- Sixteen new Police Officer positions were added through federal grant funds.
- The Police Department continued to respond to Priority One calls for service in an average time of less than five minutes.
- Construction of the North Police Station in North Long Beach was completed.
- A newly formed Youth and Gang Violence Prevention Task Force, composed of community members and City staff, began developing strategies to address detrimental youth activities.
- In response to the continued threat of terrorism, operations of the Airport, Port Security Units, and Urban Search and Rescue Operations were enhanced.
- Secured an additional \$12.1 million in grants to be used by the City and neighboring jurisdictions to better prepare for potential acts of terrorism.



Resident and business safety > remained a top priority in Long Beach, representing more than 60 percent of General Fund expenditures.



STRATEGIC PLAN 2010

Maintain strong emergency preparedness.

Encourage public involvement in public safety.

Increase the number of safe places, after-school programs and job opportunities for youth.

Expand resources and volunteer efforts for graffiti abatement efforts.

WHAT WE'VE DONE

- A grant dedicated to local health jurisdictions for further enhancement of bioterrorism prevention and preparedness programs was received.
- A Natural Hazards Mitigation Plan, providing a comprehensive approach to reducing risk and preventing loss of life and property from natural hazards such as earthquakes and flooding, was prepared.
- The Community Emergency Response Team trained more than 100 residents to prepare for, and provide immediate help during, a major emergency.
- In a joint effort with the American Red Cross and Long Beach City College, over 2,150 people learned CPR in June.
- An aggressive public education campaign and a weekly spraying of over 300 miles of residential gutters were used to combat the spread of the West Nile Virus.
- The Youth Health Drop-in Center, located at the Youth Opportunity Center, offered youth ages 12-24 a safe place to socialize and receive peer health education, information and counseling on teen health issues.
- Graffiti was removed from over 34,000 sites throughout the city.
- The annual budget for graffiti abatement efforts was augmented by \$200,000 to better address community concerns.
- The City assisted with 198 neighborhood and alley cleanups through its Neighborhood Clean-up Assistance Program and Free Paint Program.

Community Safety

STRATEGIC PLAN 2010

Encourage a collaborative approach on nuisance abatement and code enforcement efforts.

Reduce homelessness by supporting programs that focus on factors contributing to homelessness.

WHAT WE'VE DONE

- In response to input from the community, the City met with over 25 businesses and property owners regarding nuisance activity.
- The City completed a comprehensive review of its Code Enforcement functions and began implementation of a consolidated, geographically-based inspection system.
- The City received \$3.8 million from the U.S. Department of Housing and Urban Development to support services for persons who are homeless.
- The City approved a year-round shelter and supportive services to assist 59 homeless single individuals on any given night.

What You Can Do

- Join your neighbors in forming a Community Emergency Response Team (CERT).
- Attend Neighborhood Watch meetings.
- Maintain a smoke detector in every room in your home. Practice a home escape plan.
- Have food and water provisions for three days in case of an emergency.
- Learn cardiopulmonary resuscitation (CPR).
- Report crimes and drug dealing in your neighborhood to the police.
- In non-threatening situations, seek to resolve problems with neighbors first.
- Always lock your doors and windows when home alone.

Resources

- Community Emergency Response Team
562-570-2525
www.longbeachcert.com
- Neighborhood Watch
562-570-7229
- Citizen Police Complaint Commission
562-570-6891
- Police
(Non-Emergency or Emergency via cell phone)
562-435-6711
www.longbeachpd.org
- Fire
(Non-Emergency or Emergency via cell phone)
562-436-8211
www.longbeach.gov/fire
- Emergency Information Hotline
562-570-5252
- Public Health Information Line
562-570-4499
www.longbeach.gov/health
- Youth and Gang Violence Prevention
562-570-6958



The City is dedicated to its youth. >
Programs offered by Parks, Recreation
and Marine, Library Services, Fire,
Police, Community Development and
Health support Long Beach youth.

Education & Youth

STRATEGIC PLAN 2010

Create a City Commission charged with monitoring the well being of youth.

Increase youth engagement in productive activities.

Organize a collaborative effort to improve the physical, mental and dental health of youth.

WHAT WE'VE DONE

- Created a new 19-member Commission on Youth and Children that will advise policy makers of the needs, concerns and problems of youth and children.
- An Early Child Care and Education Community Plan, which serves as a guide to the community for creating safe and nurturing environments, provides access to comprehensive and culturally sensitive programs, and prepares children to become successful, was completed.
- Crime prevention and intervention was targeted through numerous literacy programs for youth.
- The Junior Lifeguard Program, offering youth nine to 17 years of age the opportunity to receive instruction in lifeguard rescue techniques, had over 400 participants.
- The Healthy Active Long Beach Program, which provides health education to low-income families and promotes physical activity and good nutrition habits to prevent childhood obesity, was implemented.
- During the summer months more than 100,000 meals were served to low-income children at 35 sites in Long Beach and Signal Hill.





STRATEGIC PLAN 2010

Improve school-to-career transition for youth.

Support and participate in collaborative projects to enhance programs for youth.

WHAT WE'VE DONE

- Several thousand young persons received employment services through the Youth Opportunity Center, preparing them for jobs and internships at a variety of businesses.
- Paid summer work experience and academic enrichment of math and reading skills were provided to 235 youth through the Youth Opportunity Center and Unified School District – including 13 youth who received four weeks of on-the-job masonry skills training by working on city sidewalk construction.
- More than 250 youth completed their education at the Youth Opportunity Center High School/GED lab, through a City partnership with the Long Beach Unified School District.
- With funding from the Long Beach Public Library Foundation, Family Learning Centers were maintained at all City libraries.



Education & Youth

STRATEGIC PLAN 2010

Support and participate in collaborative projects to enhance programs for youth.

Increase the number of programs for preschool children.

Develop and provide information for youth and families on available services and programs.

WHAT WE'VE DONE

- Through a partnership with Long Beach Unified School District and other collaborative community organizations, a grant award from the “21st Century Community Learning Center” funds after-school programs at 24 school sites.
- A grant-funded Raising A Reader program improved reading and school readiness skills of over 1,000 preschool children and their families.
- A City database, www.longbeachyouth.org, lists contacts for over 400 direct youth service professionals in more than 175 agencies, including City departments, school district offices, and private and nonprofit youth service providers.

What You Can Do

- > Teens—join the Library’s Teen Council Program.
- > Read a book to your child. Use the Family Learning Center at City libraries.
- > Take a class offered by Parks, Recreation and Marine.
- > For free, supervised activities, children can go to neighborhood parks, schools and Police Athletic League (PAL) sites citywide.
- > Become a member of your child’s Parent Teacher Association (PTA).
- > Take children to cultural activities and arts events.
- > Make sure your child’s immunization records are in order.
- > Mentor a youth. Coach a team.

Resources

- > Library’s Youth Services Coordinator
562-570-6220
www.lbpl.org
- > Family Learning Centers
562-570-6540
www.lbpl.org
- > Teen Centers/Teen Outreach Programs
562-570-3536
www.lbparks.org
- > Youth Recreational Activities
562-570-1707
www.lbparks.org
- > Youth Services Contacts
www.longbeachyouth.org
- > Police Athletic League
562-570-8038
- > Childcare Coordinator
562-570-4245
- > Youth Health Services—Maternal and Adolescent Health
800-832-2307
- > Immunization Information
562-570-4221



Business Growth & Workforce Development

STRATEGIC PLAN 2010

Target business retention and attraction efforts within high technologies.

Address the needs of local employers by providing training in areas of skill shortages.

Provide easy access to support services, especially for the unemployed, working poor and unskilled.

Develop vibrant retail centers easily accessible to residents, workers, tourists and conventioners.

WHAT WE'VE DONE

- In partnership with trade and technology organizations, the City hosted its first Global Technology Conference bringing together both regional and foreign technology-based companies, as well as investors and professionals desiring an inside look at the global technology landscape.
- The Workforce Development Board convened two industry summits to address workforce issues and immediate needs in the nursing and construction fields.
- Almost 95,000 customers accessed employment assistance and resources through the Career Transition Center.
- The Business Services Center, which served over 900 customers, was created to better coordinate services delivered to local employers to assist with recruitments, job fairs, pre-screening of applicants and other workforce development strategies.
- Continued to develop the downtown waterfront with the addition of new restaurants, entertainment venues and retail outlets at the Pike at Rainbow Harbor.
- CityPlace, 454,000 square feet of retail and 332 residential units, continued to transform downtown Long Beach as apartments and retail on Pine Avenue were completed.
- Phase One of The Park at Harbor View is nearing completion with 538 luxury apartments and 20,000 square feet of retail space.



*The Pike at Rainbow Harbor >
has blossomed with
major restaurants and
entertainment venues.*



STRATEGIC PLAN 2010

Assist small businesses and focus on underserved areas.

WHAT WE'VE DONE

- The Union Bank of California at Renaissance Square, a \$1.2 million, federally-funded, 12,000-square foot complex, opened in July providing traditional banking services to residents in central Long Beach.
- The City held bi-monthly outreach workshops for local, minority and woman-owned businesses covering topics such as how to do business and maximize contacts with the City, and how to receive bid notifications on-line.
- A new bid management system was implemented that enables the Purchasing Division to send email notification to registered vendors about upcoming bids specific to their services and/or commodities.
- The Business Development Center made over 9,500 contacts with the business community through its workshops, counseling and other outreach efforts.



Business Growth & Workforce Development

STRATEGIC PLAN 2010

Continue to maintain a budget reserve of not less than 10 percent of the operating budget.

Retain, expand and attract business by encouraging development centered on the city's strengths.

Maximize Long Beach Airport business opportunities, but only within the existing Noise Compatability Ordinance.

WHAT WE'VE DONE

- The City maintained an emergency reserve balance of 10 percent of the General Fund operating budget.
- Community Development launched the award-winning "Long Beach...Get More!" marketing campaign to attract major corporate, retail and technology companies to Long Beach and distributed over 2,000 packets.
- Community input was solicited for the development of the Scope of Work for the Environmental Impact Report for Airport Terminal Improvements.

What You Can Do

- Support Long Beach businesses. Buy Long Beach.
- Take advantage of the small-business programs and services offered by the City.
- Create or join your neighborhood business association.
- Join the Long Beach Area Chamber of Commerce.
- Hire a high-school student intern to work in your business.
- Thinking of starting a business? Apply for a business license or apply for a loan.
- Contact the City's Business Diversity Officer for support and information.

Resources

- Workforce Development Bureau
562-570-7730
www.longbeachworkforce.org
- Career Transition Center
562-570-3700
www.longbeachworkforce.org
- Youth Opportunity Center
562-570-4700
www.longbeachworkforce.org
- Youth Internship Initiative
562-570-4733
www.longbeachworkforce.org
- Business Development Center
Business Loan Division
562-570-3800
www.lbbusiness.com
- Business License Information Line
562-570-6211
- Business Diversity Outreach Officer
562-570-6462
- Long Beach Area Chamber of Commerce
562-436-1251



Environment

STRATEGIC PLAN 2010

Encourage environmental education, awareness and involvement.

Improve air quality.

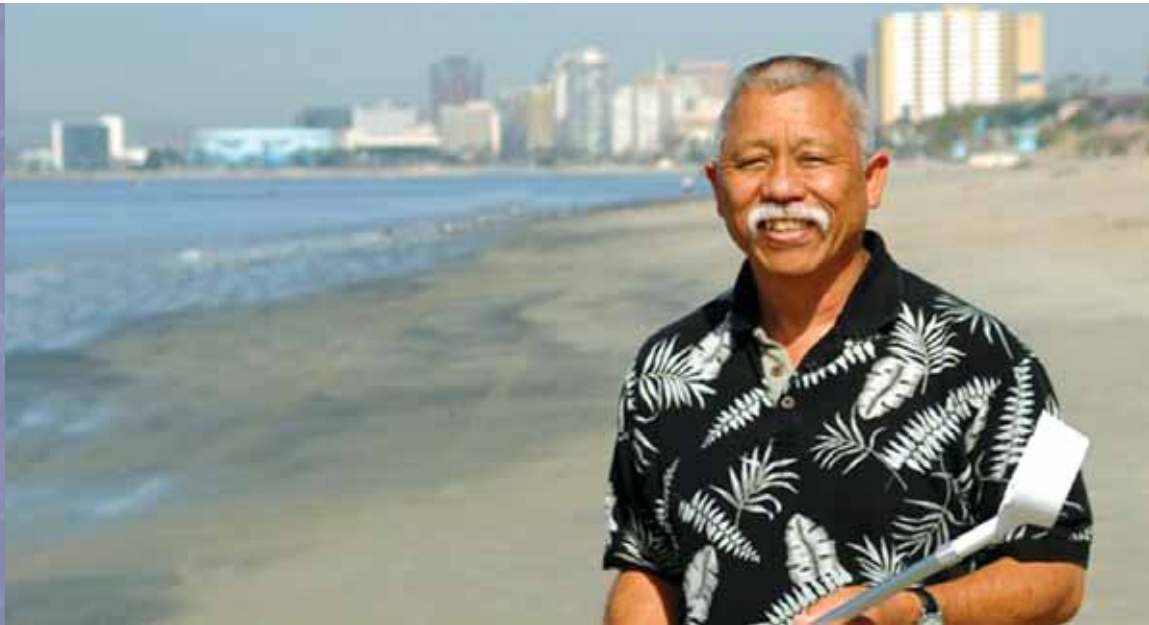
WHAT WE'VE DONE

- The City experienced a 40 percent increase in recyclables as a result of new recycling carts and an extensive public education campaign.
- To improve our community, planning for a comprehensive citywide litter reduction and public education campaign was initiated.
- Long Beach businesses garnered recognition in their community for keeping their property clean and for participating in the “No Litter Zones” program.
- Over 1,500 people participated in the September International Coastal Cleanup.
- A comprehensive citywide Human Health Risk Assessment is being developed to provide information on potential sources of environmental health risks in the community.
- Twenty-six automated refuse collection vehicles and 20 street sweeping vehicles operate on liquefied natural gas, a cleaner burning fuel.
- The City implemented the California Air Resources Board program to install particulate traps on heavy-duty vehicles to reduce air pollution.



Environmental Health >

Specialists monitor 23 water sites weekly, including 11 miles of our beautiful beach. Water quality reports are updated on the City's website.

**STRATEGIC PLAN 2010**

Improve water quality and better manage water resources.

Preserve existing open space.

WHAT WE'VE DONE

- Catch basin inserts and pump station trash nets were installed to substantially reduce the trash that gets washed out to the ocean through the storm drain system.
- More than \$6.8 million in grant funding was secured for park and wetlands development projects.

What You Can Do

- > Reduce, reuse and recycle.
- > Plan a neighborhood clean-up day to keep your neighborhoods, beaches, parks and riverbeds clean.
- > For safe swimming, check out the water quality of Long Beach's bays, lagoons and beaches.
- > Report illegal dumping.
- > Pick up after your pet. Get your pets spayed or neutered.
- > Organize an Earth Day Celebration by planting flowers and trees.
- > Put trash in proper receptacles and tell others to do the same.
- > Take a composting class. Consider native landscaping.
- > Use public transportation to get around town.

Resources

- > **Neighborhood Clean-up Assistance Program**
Neighborhood associations are given free clean-up supplies.
562-570-6866
- > **Refuse and Recycling Hotline**
Households are entitled to two free special pickups per year.
562-570-2876
- > **Garage Sale Permits**
Single unit homes are issued two permits per year.
562-570-6211
- > **Water Quality Testing Program**
A 24-hour beach advisory hotline
562-570-4199
- > **Stormwater and Pollution Prevention**
Report illegal dumping.
562-570-DUMP (3867)
- > **Water Conservation Tips**
Ways to save water and your money
www.lbwater.org
- > **Animal Control Services**
Services such as pet adoption and licensing, and reporting cruelty to animals
562-570-PETS (7387)
- > **Long Beach Transit**
562-591-2301
www.lbtransit.com

*The tower is the hub of the City's >
radio communications network
and ensures reliable police and
fire mobile communications.*

Network Technology



STRATEGIC PLAN 2010

Create a network of neighborhood communications facilities to provide communication between the City and its citizens.

What You Can Do

- > Sign up for E-Notify to get the latest news and information via email.
- > Access the City's website for information on City services.
- > Pay utility bills online or by phone using the City's interactive voice response system.
- > Tune in to City programming including City Council meetings on Charter Cable Channel 8, LBTV or on your computer.
- > Access the Internet on over 200 PCs at the main and branch libraries throughout the City.
- > Browse the Internet in one of the Wireless Internet "HotZones" Downtown on Pine Avenue or at the Airport.

WHAT WE'VE DONE

- Closed-captioning for City Council meetings, to better serve the hearing impaired community, was implemented through support from Verizon.
- The Library's website, the most active in the City, experienced over 45,000 hits per month.
- The City's Internet site was redesigned for easier community access, including an E-Notify capability so that the community can register to automatically receive email notifications from the City on selected topics. Over 2,000 people have subscribed since June.
- The City's Interactive Voice Response (IVR) system was expanded to allow residents to use the Internet or the IVR to request and schedule building inspections, and to pay parking citations.
- Streaming video of City Council meetings is available on the web.
- Internet users are able to search video archives of past City Council meetings to view specific agenda items.
- Information on City Council meetings, location and phone numbers for Council offices, and location and schedule for libraries now appears in Spanish on Long Beach TV Channel 8.

Resources

- > E-Notify
www.longbeach.gov
- > City services online
www.longbeach.gov
and click on "Guide for Residents."
- > To pay utility bills by phone, call
562-570-5700.
- > City Council meetings online
www.longbeach.gov
and click on "Council Meetings
Video—Live and Archives."

City Showcase: Highlights, Honors & Awards

- This summer's Toyota Aquatics Grand Prix showcased some of the world's top swimming and water polo athletes, and brought thousands of spectators and national media exposure to Long Beach.
- Long Beach was featured twice in Sunset Magazine. California Heights Neighborhood Association, which won the "The Best In the West" Neighborhood Award, was featured, as was the Long Beach waterfront at Rainbow Harbor.
- In January, CNNMoney recognized Long Beach zip code 90802, with its increased home values, as HOT!
- The City earned two prestigious Helen Putnam Awards from the League of California Cities. Recognized were the Main Library's Information Center for People with Disabilities, and the Neighborhood Resource Center, a source of support for neighborhood organizations and leaders.
- The Grisham Community Housing complex in North Long Beach won an award in the National Association of Local Housing Finance Agencies' Awards competition. It was selected for its extraordinary benefit to the community, innovative design, ability to be replicated by other cities, its high level of affordability, and for its focus on serving large families.
- The Economic Development Bureau's "Long Beach...Get More," a multimedia business attraction tool highlighting Long Beach's community, business development opportunities and services, won the City/County Communications and Marketing Association's National Marketing/Technology Award.
- Parks, Recreation and Marine efforts resulted in Long Beach being selected as one of four cities to receive the national American Shore and Beach Preservation Association's Award for Top Restored Beaches in America, a prime example of intelligent, effective sand management.
- The Long Beach Area Chamber of Commerce's Diversity Award was presented to the City of Long Beach for its diversity initiatives, including training and equitable hiring practices, its human dignity policy and its diversity outreach program.
- The National Black Caucus-Local Elected Officials' City Cultural Diversity Award went to the Neighborhood Leadership Program for its success in multi-lingual leadership training.
- The Long Beach Redevelopment Agency received the 2004 California Redevelopment Association's Mixed-Use Development Award of Excellence for CityPlace.
- Long Beach was one of 70 cities in the nation to be recognized for its Childhood Lead Poisoning Prevention Program by the U.S. Conference of Mayors.
- The City received the California Society of Municipal Finance Officers' Certificate of Award for Outstanding Financial Reporting.
- In a survey of overall customer service satisfaction, Long Beach Energy earned high grades: a rating of 90 percent for day-to-day services. Response time for over 6,000 gas emergency-calls-for-service was 30 minutes or less.



*City Hall, 333 W. Ocean Blvd., is >
the heart of the City for the
more than 5,000 employees
who work together to serve
residents and businesses
in our great city.*

Additional Accomplishments



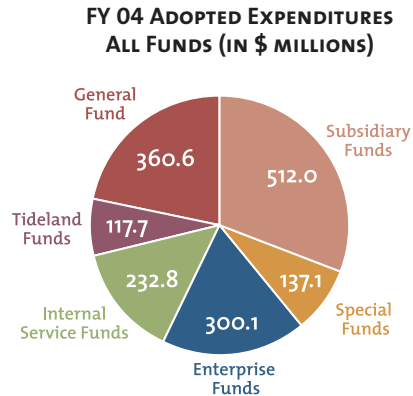
- > The Three-Year Financial Strategic Plan is working and has reduced the City's deficit by \$41 million (40 percent) without increasing taxes.
- > Violent crime and homicide rates have decreased substantially.
- > Long Beach residents once again enjoyed the lowest residential gas bills in Southern California.
- > Expanding its Healthy Harbor environmental initiative, the Port of Long Beach agreed to equip a terminal with "cold ironing" equipment allowing tankers to switch from diesel engines to "clean" dockside electricity.
- > The Water Department began construction of the largest federally-authorized desalination research and development project in the nation.
- > Parks, Recreation and Marine secured \$24.7 million in financing for the rebuilding of the Downtown Shoreline Marina from the Department of Boating and Waterways.
- > With consumers driving trade at the Port, terminal operators hired 3,000 part-time workers to ease a backlog of cargo.
- > Over 600 new businesses were added in Long Beach, reflecting a continuing trend of new business investment.
- > Strategic plans to address prioritizing development in the north, central and west areas of Long Beach are underway.
- > The City's investment pool maintains the highest possible rating from Standard and Poor's Fund Services, reflecting the strong protection of the portfolio against credit defaults and changing market conditions.
- > Efforts to streamline the City's services and create General Fund savings were undertaken in several areas including Code Enforcement/Nuisance Abatement, Workers' Compensation, Fire Services and Emergency Dispatch, and Compensation and Staffing, and could result in annual savings of over \$7.2 million once fully implemented.
- > The first phase of an Employee Transition Plan was successfully completed, providing opportunities for placement and retraining of employees impacted by staffing reductions identified in the Three-Year Financial Strategic Plan.
- > To reduce costs and improve the effectiveness of the City's workers' compensation and safety program, the City initiated the Workers' Compensation Business Improvement Process, which will include the installation of a new web-based Workers' Compensation Claims System.

- A 15-member employee Innovation Team, reflecting the City's diverse workforce, recommended operating and organizational changes to positively affect core City services, improve employee morale and save money and/or increase revenue.
- A thorough review of the City's fleet operations resulted in cost savings through decreasing the fleet by over 220 vehicles in the first year.
- The Fire and Civil Service Departments utilized a new video-based testing method to administer the Fire Recruit examination to over 6,000 applicants. This approach greatly reduced testing costs, which allows the City to conduct exams more frequently, and has become a model for fire recruitment nationwide.
- The City strengthened its efforts to communicate with residents and businesses on major issues facing Long Beach, including:
 - *Over 60 opportunities for public comment on the 2005 budget.*
 - *Over 13 public meetings on the Long Beach Airport Terminal Improvement Study, conducted by the Airport Advisory Commission.*
 - *Over 20 public meetings on the I-710 Freeway improvement study, conducted by the new I-710 Oversight Committee.*
 - *Over 20 public meetings on the Land Use and Mobility Elements General Plan Update, the first update in 15 years.*
 - *Over 20 opportunities for public comment on the 261-acre Douglas Park redevelopment; 84 public meetings have been held since 2001.*
 - *Community planners attended over 450 neighborhood meetings to tell residents about upcoming projects that could have an impact on the neighborhood, listen to concerns and facilitate problem solving.*
 - *Police personnel attended more than 900 neighborhood meetings and community events in an effort to address public safety and quality of life issues throughout Long Beach.*
- Human Resources implemented a computerized Occupational Health and Safety System to track workplace injuries and safety training needs, conducted Unlawful Harassment Training for more than 1,000 employees, and coordinated the participation of over 5,000 employees in one or more safety training class.
- Nearly 100 paramedics were certified in Pediatric Advanced Life Support, and learned how to recognize and treat critically ill children.
- Long Beach Energy installed 30,000 feet of replacement gas main pipeline to upgrade and promote the integrity of the gas pipeline distribution system, and refurbished 34 bridge-suspended gas pipelines.
- In November 2003, the Long Beach Airport began a yearlong \$35 million rehabilitation and improvement project of its main Runway 12/30. Originally constructed in the early 1950s, the runway was last improved in 1978.



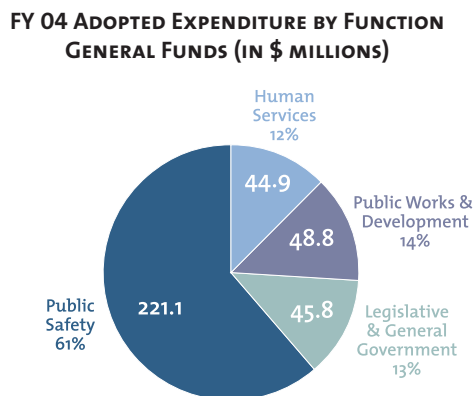
Balancing the Budget

The Fiscal Year 2004 Adopted Budget (FY 04 Budget) totaled \$1.66 billion for all City functions, including the harbor, water and gas utilities, tidelands operations, and general City services. Included in the total citywide budget is the \$360.6 million General Fund.



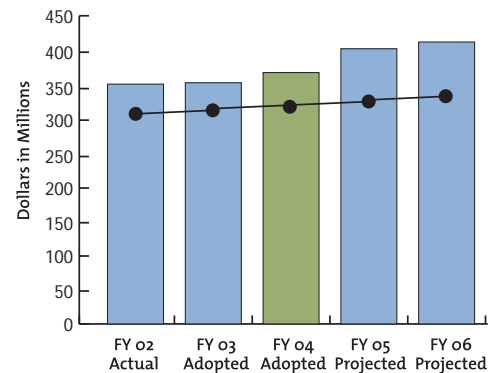
The General Fund provides for traditional municipal services such as: police and fire services; parks and recreation; libraries; street, curb and gutter improvements; and general administration.

The chart below is a breakdown of the FY 04 Adopted General Fund budget by major function, reflecting public safety as the City's highest priority.



Tax revenue and other resources to support General Fund services have declined in recent years. Also, expenses are increasing, primarily due to escalating employee benefit costs, creating a structural deficit in the General Fund that was projected to grow to \$102 million by FY 06 if no immediate action was taken.

**GENERAL FUND STRUCTURAL DEFICIT GROWTH WITHOUT
THREE-YEAR FINANCIAL STRATEGIC PLAN**

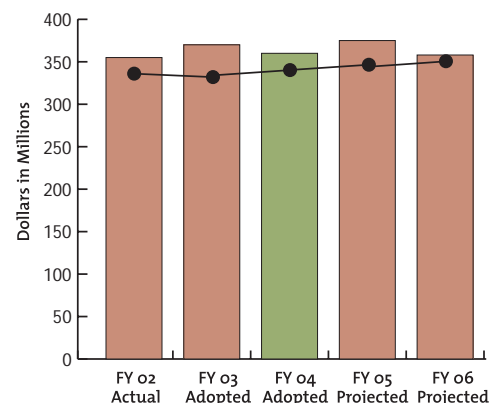


In FY 04, the City Manager, under direction from the Mayor and City Council, developed a Three-Year Financial Strategic Plan (Plan) to address the General Fund's structural deficit. With input from the City Council, the community and employees, the Plan was developed to focus City services and downsize the organization in a balanced and measured way over three years. In totality, the Plan is projected to all but eliminate the structural deficit by the end of FY 06, while continuing to strengthen the City through key neighborhood, infrastructure, facility and technology investments.

During FY 04, Year One of the Plan, the City reduced the structural deficit by \$41 million. In FY 05 and FY 06, the City expects to reduce the structural deficit by an additional \$61 million.

The Plan to restore the fiscal sustainability of Long Beach is working. Core public safety, youth and senior services, and infrastructure programs have been preserved, while the organization has begun to optimize its business systems and administrative processes to reduce costs. For more information on the City's Budget, please go to www.longbeach.gov.

THREE-YEAR FINANCIAL STRATEGIC PLAN IS WORKING



LONG BEACH RESIDENTS

ELECTED OFFICIALS

Mayor

Beverly O'Neill
562-570-6801

District One

Bonnie Lowenthal
562-570-6919

District Two

Dan Baker
562-570-6684

District Three

Frank Colonna
562-570-6310

District Four

Patrick O'Donnell
562-570-6918

Vice Mayor, District Five

Jackie Kell
562-570-6932

District Six

Laura Richardson
562-570-6816

District Seven

Tonia Reyes Uranga
562-570-6139

District Eight

Rae Gabelich
562-570-6685

District Nine

Val Lerch
562-570-6137

City Attorney

Robert Shannon
562-570-2213

City Auditor

Gary Burroughs
562-570-6752

City Prosecutor

Thomas Reeves
562-570-5600

CITY MANAGEMENT

City Manager

Gerald Miller
562-570-6916

Deputy City Manager

Reginald Harrison
562-570-5850

Assistant City Manager

Christine Shippey
562-570-6811

Deputy City Manager

Suzanne Mason
562-570-5092

Community Development

Melanie Fallon, Director
562-570-6841

Financial Management

Michael Killebrew, Acting Director
562-570-6237

Fire

David Ellis, Chief
562-570-2510

Health & Human Services

Ronald Arias, Director
562-570-4000

Human Resources

Kevin Boylan, Director
562-570-6621

Library Services

Eleanore Schmidt, Director
562-570-6719

Long Beach Energy

Christopher Garner, Director
562-570-2003

Oil Properties

Christopher Garner, Director
562-570-3900

Parks, Recreation & Marine

Phil Hester, Director
562-570-3170

Planning & Building

Fady Mattar, Acting Director
562-570-6651

Police

Anthony Batts, Chief
562-570-7301

Public Works

Christine Andersen, Director
562-570-6641

Technology Services

Curtis Tani, Director
562-570-6234



CITY OF LONG BEACH
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